CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 46, NO. 41 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | TORONTO, OCTOBER 9, 1954

Third Indie Merger For Canada

Alliance Films Limited Handling Astral Distribution Outside Ont.

Third major distribution affiliation to be reported in Canada in the past few weeks, was made known last week-end, with a joint announcement from James L. Smith, president of Alliance Films Limited, and I. H. Allen, president of Astral Films, Ltd. The announcement stated that effective October 18th, 1954, Alliance Films Ltd. will take over the distribution of all Astral Films releases everywhere in Canada, with the exception of the Toronto territory, where Astral Films Ltd. will retain their own exchange.

The association of Astral Films

(Continued on Page 3)

On The beam

By JAY L. SMITH

On Tuesday, October 26th, the annual election of Canvassmen for Tent No. 28, Toronto, Variety Clubs International, will be held at the Prince George Hotel. Ten members of the past year's crew are standing for re-election, and six new nominees are in the running. Members will elect a crew of eleven, from the sixteen men nominated, and this crew in turn will elect the officers from among themselves.

Members of the old crew, who are running for re-election include Harry Mandell, Dave Griesdorf, Clare Appel, Dan Krendel, Herb Allen, George Altman, Louis Davidson, Jack Fitzgibbons, Monty Hall, and Ernie Rawley. The six new nominees include Charles Chaplin, "Hum" Heller, Sam Glasier, Paul Johnston, Ed Fitkin and Joe Bermack.

The Toronto Tent must raise a minimum of $65,000 per year for the operation of Variety Village and other services which the Club provides. The 1954 crew was handicapped in its fund-raising efforts by the dispute between AGVA and the AFM, $25,000 normally raised through a theatre night, being lost, and this money must be raised by some other means. Every member of the Toronto Tent should make a special effort to attend the election meeting October 26th, for membership in the Club is an obligation as well as a privilege, and it is up to every single member to see that a crew is elected that can handle the big job ahead.

At the last graduation dinner of Variety Village, it was revealed that 70 boys have graduated from the School, and are now working, with aggregate earnings of over

(Continued on Page 2)

Bluebell Renovated Re-opens As "Gay"

Fred Fink in partnership with J. Clayman, owner of the Valet Service on Victoria and Dundas Square, Toronto, have acquired the Bluebell theatre from Z. Unger

(Continued on Page 6)

Annual Alta. Theatre Assoc. Has Record Turn-out At Meet

The eleventh Annual Meeting of the Alberta Theatre Association was held in Edmonton at the MacDonald Hotel on Monday, Sept. 20th. President A. W. Shackleford presided and welcomed the members and expressed his appreciation for the large turnout, which was the largest to date. He also welcomed the operators of the Drive-In Theatres who have recently been invited to join ATA. Mr. Shackleford's address stressed the fine relation-

(Continued on Page 2)

ALEX ADILMAN

'Scope Installations In Maritimes Up

The following is a list of CinemaScope installations in the Maritimes:

Paramount, Saint John; Gaiety, Fredericton; Greens, East Florenceville; Uptown, Newcastle; Ca-

(Continued on Page 2)

JARO Production On Up-Swing Seven Films Before Cameras

Production activity at JARO's Pinewood and Ealing Studios is nearing an all-time high with seven major pictures currently before the cameras and three others scheduled to start in the near future, it was announced here by the J. Arthur Rank Organization. An additional two recently completed films are awaiting release dates.

This increase in both the number and quality of pictures made at Pinewood and Ealing is regarded by the company as tangible evidence of the success of the long-range planning program adopted

(Continued on Page 6)

Famous Players Sell Fall Film Festival

In a report to shareholders of Famous Players Canadian Corp. at the end of September in conjunction with the distribution of the quarterly dividend, President J. J. Fitzgibbons discussed the "Famous Fall Film Festival."

"This is not just another advertising slogan," he asserted, "for never before in recent history have we been able to offer our patrons

(Continued on Page 3)

B.C. Tax Policy Blasted By Liberal

British Columbia financial department officials in Victoria acknowledge they had ordered a crack down on amusement tax collections on free tickets issued by the theatre chains, but planned to ex-

(Continued on Page 2)

RED FEATHER SERVICE

SEND YOUR COMMUNITY CHEST CONTRIBUTION IN WITHOUT DELAY TO C. S. CHAPLIN, UNITED ARTISTS, 277 VICTORIA ST.

JACK LABOW, RKO CANADIAN GENERAL MANAGER ANNOUNCED THE START OF RKO'S 'SALES INCENTIVE' DRIVE FOR A 20 WEEK PERIOD. THE DRIVE TEED-OFF OCT. 1

On the Beam

(Continued from Page 1)

$140,000 per year. Many of these boys would have become public charges had it not been for the training they received at Variety Village. Now they are independent in fact as well as spirit, and in addition to the $140,000 they are earning, can be reckoned another $100,000 per year saved for the taxpayer by these boys not having to be supported by government funds.

Present crew of Variety Club Tent 28 includes, W. A. Summerville, Jr., Chief Barker; Harry Mandell, 1st Assist. Chief Barker; Dave Griesdorf, 2nd Assist. Chief Barker; Dan Krendel, Dough Guy; Clare Appel, Property Master. Bill Summerville has already announced that he is not standing for re-election due to pressure of other business. In the past it has been customary for the Chief Barker to serve two years. Since the formation of the Toronto Tent, the following have served as Chief Barkers — John J. Fitzgibbons, Morris Stein, Jack Chisholm, R. W. Bolstad, and the incumbent Bill Summerville.

So get behind your Club 100%, be sure and attend the election meeting, Tuesday, October 26th, and make your vote count, to give us the strongest, most capable crew we have ever had. They have a tremendous job ahead of them; let them know by your attendance that you are backing them up.

In reporting on my recent trip to the Maritimes, I was shamefully remiss in neglecting to mention the very pleasant visit I had with Abe Garson, Lee April and Lou Michaelson of the Odeon-Garson circuit, with headquarters in St. John, N.B. The visit to Toronto this past week of Mr. Garson served to remind me of my own negligence, and I most humbly apologize to these three gentlemen for my lapse of memory. Mr. Garson was in Toronto arranging final details for the installation of Cinemascope throughout his circuit.

Holdovers are still the order of the day in Toronto, with only two first-run situations, Loew's Uptown, and the Downtown-Glendale - State - Mayfair - Scarboro group, opening new programs. At the Imperial, "The Egyptian" is in its 2nd week; at the Odeon Toronto, "Magnificent Obsession" is in its 6th week; "Seven Brides" is in its 5th week at Loew's Downtown; "Sabrina" is in its 5th week at Shea's; "Susan Slept Here" is in its 4th week at the University; "Doctor in the House" is in its 5th week at the Hyland and Christie; and "On The Waterfront", after 2 weeks at the Imperial, is in its 2nd week of the move-over to the Eglinton; and finally, "The High and the Mighty", after 3 smash weeks at the Imperial, is in its 3rd week of a move-over to the Nortown.

What's wrong with Show Business? Nothing that good pictures can't always cure, and are doing it very nicely right now, thank you.

TAX POLICY

(Continued from Page 1)

empt such tickets when they are issued for "charitable reasons". Pass books issued to MLA's, government officials and others for business reasons are the reason for the crackdown and the order was primarily directed against them. Blind persons and charitable organizations will be tax exempt. The tax trouble was started by a Drive-in theatre sending out 80,000 free passes with no intention of collecting amusement tax. The ozoner was trying to make money on their snack bar and concessions, not pictures.

B.C. Liberal Leader Arthur Laing last week blasted the order imposing the 15 percent B.C. amusement tax on all free tickets given by theatre chains.

Until the order was issued by K. G. Stevenson, director of amusement taxes, such free tickets were exempt from the tax.

"How far can this go?" asked Mr. Laing.

CINEMASCOPE

(Continued from Page 1)

pitol, Bathurst; Paramount, Moncton; Paramount, St. John's, Nfld.; Capitol, Halifax; Vogue, Sydney; Prince Edward, Charlottetown; Capitol, Summerside; Strand, Saint John; Kent, Saint John; Capitol, Moncton; Casino, Halifax; Strand, Sydney; Kent, Bathurst; Grand, Grand Falls; Vogue, Chatham; Paramount, New Waterford; Gaiety, Minto; Capitol, Antagonish; Imperial, Windsor.

The following are installations which will be completed in the very near future:

Paramount, Kentville; Acadia, Wolfville; Capitol, Middleton; Savoy, Glace Bay; Strand, Sussex; Star, Edmundston; Acadia, St. Leonard; Gaiety, Lancaster; Community, Plaster Rock.

ALTA. THEATRE

(Continued from Page 1)

ship existing between the ATA and the Provincial Government.

In view of the fact that there are a considerable number of theatres playing re-issues and older films it was decided that the ATA for the present would be unwise to suggest to the Government that a date be determined compelling exchanges to discontinue supplying nitrate films, and the matter was tabled until the next meeting.

Matters to be discussed with Government Officials were taken up, which included lowering the apprenticeship age to 17 years in place of 18 as at present, lowering the age from 16 to 14 for children attending adult shows, cutting the amusement tax on all tickets up to 50 cents, or reducing the tax to approximately 5 percent, or better still abolition of the tax. If the tax is taken off entirely the ATA recommended that legislation be passed prohibiting municipalities from taking it up unless it is administered by the Government. It was also suggested that the Government give consideration to a general revision of the Regulations governing theatres, the Amusement Act and the Regulations under the Amusement Act, and set up a new complete theatre act similar to the Ontario Act. The ATA offered their assistance if this was done.

Following a luncheon, the Honorable C. E. Gerhart, Provincial Secretary, Mr. E. R. Hughes, Deputy Provincial Secretary, Mr. H. W. Burkell, Chief Inspector of Theatres, Col. P. J. Fleming, Chief Censor, and Mr. F. C. Winfield, supervisor of Amusement Tax were introduced to the meeting by the President, and the several suggested changes were discussed in a two hour round table conference.

Mr. Burkell brought to the attention of the meeting a proposed copy of the New Emergency Lighting Regulations, which he explained to the meeting.

Doug. Miller presented a report on the new mediums of entertainment and top percentage pictures and its effect on the small town exhibitors. A resolution was passed which went on record as supporting the smaller theatre operations in their request that all producers give consideration to establishing a percentage or flat rental in keeping with their ability to pay, keeping in mind that the small exhibitor is competing with the larger centres who operate usually on a continuous basis, against the smaller theatre who operates on a limited basis. The delegates to the National Meeting were instructed to see that this question be brought up for discussion.

D. A. Boyle discussed the offering of more services to our members and mentioned the possibility of securing candy, popcorn and many other items for the ATA members at a discount. A questionnaire is to be sent to all independent theatres in this connection and a committee was appointed to study the situation and secure further information.

The President and Secretary were appointed as delegates, with Doug Miller as an observer to the Annual Meetings of the Motion Picture Exhibitors Association and the Industry Council of Canada to be held in Toronto in November.

Mr. A. D. Turnbull, chief engineer of Dominion Sound gave a very interesting address explaining the new sound systems and answered many questions.

It was suggested in view of the amount of safety film now being supplied that all exhibitors contact their local Insurance Agents with the view of securing reductions in their premiums.

A. W. Shackleford was prevailed upon to remain as President for another year, and Roy Chown was re-elected Secretary-Treasurer for his eleventh term. K. M. Leach of Calgary and Walter P. Wilson of Edmonton were elected Honorary Presidents, with Doug Miller, Taber; D. C. Fox, Pincher Creek; D. A. Boyle, MacLeod and W. H. Wilson, Edmonton being elected Vice-Presidents. B. H. Wiber of Edmonton was elected assistant secretary.

Following the meetings the Government guests and their wives, members of the Calgary Film Exchange, and ATA members gathered for a cocktail party and dinner in the Banquet Room at the MacDonald Hotel.

THE MAN FROM LARAMIE

Producer Wm. Goetz signed a strong supporting cast for James Stewart in the Columbia release "The Man From Laramie."

AWED—and no wonder. Take your pick, Gina Lollobrigida on the left and Raoul Auerbach on the right.

FILM FESTIVAL

(Continued from Page 1)

such outstanding attractions as we are able to present during this fall season . . . We have seen them all and feel sure you will enjoy them."

The Famous Players president described 12 productions in the company's recommended list as a few of the many new offerings.

Referring to the Famous Players ticket books, Fitzgibbons suggested: "It's not too early to think about Christmas gifts." A year ago more than 100,000 adult gift books and 40,000 children's ticket books were sold for Christmas, he pointed out.

ALEX ADILMAN

Died, Saturday, October 2, Ross Memorial Hospital, Montreal

Alex Adilman—who did not know Alex Adilman in our film trade? He was ageless, therefore the date of his birth was not of importance. What is important is that he was so closely identified and so active a member of our industry that, whenever and wherever you mentioned the name of Alex Adilman, the name provoked a smile, and started a chain of stories, concerning his shrewdness, his kindliness, and incidents in his life which were so unique that with one grand chorus we all said, "There is only one such Alex in the world."

He was a co-partner with Arthur Hirsch in the operation of Consolidated Theatres of Montreal Limited, partner-affiliates of Famous Players Canadian Corp.

Visitors to Montreal made a beeline for Consolidated, for even if they sold him no pictures, they were richly rewarded by an hour spent in his office and always warmly welcomed, whether they came from the U.S., from abroad, or different parts of Canada. Every charitable and philanthropic service representative also knew the well-worn path to Consolidated, the lame and the blind, never left that office without a gift or a consideration of their appeal.

Alex was married in Montreal to a woman he had known from his old home-town Winnipeg, and it is generally the opinion of those who knew Beck and Alex that their marriage "was made in heaven."

Across the Country

Toronto and District

The Canadian Moving Picture Digest extends congratulations to Miss Mary Daze who, on completion of 36-years' service as cashier of the O'Brien Theatre, Arnprior, was felicitated Sept. 28 on the stage of the theatre, the ceremony including a suitable gift of appreciation. Born in Arnprior and starting her boxoffice career in September, 1918, Miss Daze — popularly known as "May" — has sold tickets to three generations of Arnprior people.

• • •

The independent Royal Theatre at 1487 Dundas Street West, Toronto, suffered some damage to the house front when a big tractor-trailer was steered onto the sidewalk, smashing a heavy hydro pole, as the driver avoided a small boy who had dashed in front of the vehicle.

• • •

Harry Marshall, chief of the insurance department at the Canadian Odeon headoffice, has been welcomed back to his duties after recovering from a long illness.

• • •

In recognition of their work in staging a benefit performance in aid of Variety Village which brought $550 to the fund, the Toronto Tent has presented life-time guest cards for admission to the local clubrooms to George Shepherd, manager of the Odeon, and Art Cauley, manager of the Paramount, both at Peterborough where the spcial show was held.

• • •

An aldermanic candidate for the Toronto civic elections in December, Don Summerville, manager of the Prince of Wales Theatre, has called on managers of other theatres on Danforth Avenue to band together to clamp down on a wave of vandalism which has hit the showplaces along the thoroughfare after an absence of several years.

• • •

Among the gifts showered upon the pretty and sensational Marilyn Bell following her swimming conquest of Lake Ontario was a double pass good for one year, an expression of appreciation from Odeon Theatres (Canada) Limited.

Vancouver

The Grand Forks Drive-In is closed on account of a fire. No films were destroyed.

• • •

Art Johnson of Toronto, formerly a partner in the Cascades Drive-In at Burnaby, has bought an interest in the downtown York Hotel. He said his father, Len Johnson, had bought the Lougheed Drive-In but will be unable to take possession until 1956, when the present operator Harry Phillit's lease expires.

• • •

"Caine Mutiny" will have its first run at three Odeon houses, the Vogue, Park, and Plaza. "Apache" will first run at the Paradise, Park, and Plaza, late this month.

• • •

The Strand played two nights of Grand Opera to SRO. Shows on stage were "Carmen" and "Madame Butterfly."

• • •

The Orpheum staff held a going-away party for Clarry McCarthy and gifted him with a cigarette case. McCarthy, former assistant to Ivan Ackery, has joined the Federal government hospital services. No replacement has been named to date.

• • •

A local newspaper said it would like to know when Howard Fletcher expects to open his new theatre in North Vancouver. Construction has been going on for the past two years at a slow pace. Fletcher, an oldtime exhibitor, is the owner of the King Crest Theatre in Vancouver.

• • •

Gwen Mulky of the Campus theatre Denton, Texas and James Railey, secretary to Bob O'Donnell of the Interstate circuit from the Majestic theatre, Dallas, were local visitors on a (Busman's holiday). They were shown around the downtown FPCC houses.

MERGER

(Continued from Page 1)

with the Alliance organization follows closely on the heel of the affiliations recently announced between JARO and Cardinal Films, and IFD and Allied Artists. The trend being followed here has a striking similarity to that which has taken place in the automotive industry in the U.S. and Canada, where the independents have joined forces to increase their selling potential and at the same time lower their operating costs. The auto companies who have amalgamated are Studebaker and Packard, Hudson and Nash, and Kaiser and Willys.

The joint announcement from Mr. Smith and Mr. Allen stated that all existing contracts held by Astral Films will now be serviced through Alliance Films branches in Western Canada, British Columbia, Quebec and the Maritimes, however, it was emphasized that both Alliance and Astral will maintain their own identity, and no change in personnel is contemplated at the present time.

Alliance Films Limited has been one of the leading independent exchanges in Canada since its formation in 1940 by the late Ray Lewis and Mr. Smith. A number of outstanding American, British and Foreign films have been released under the Alliance banner during its 14 years of operation, and a powerful list of new releases, headed by the Lowell Thomas Technicolor production, "Out Of This World" will be announced by Mr. Smith within the next few weeks.

Astral Films, organized by Mr. Allen in 1946, has also distributed a number of important American, British and Foreign films in recent years, and currently has its most powerful line-up of product for Canadian release, headed by a group of 8 Samuel Goldwyn releases.

Can. Film Imports Up $327,000 In '54

The Canadian Government reports that imports of films increased to $4,269,000 in first half of 1954 in contrast to $3,942,000 in same period of 1953, showing a definite upward trend in values in recent months.

Film imports advanced to $805,000 in June compared with $721,000 in May, $563,000 in April and $617,000 in June last year.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Associate Editor. Correspondents: Bruce Peacock, Regina, Sask.; Jack Droy, Vancouver, B.C.; Will McLaughlin, Ottawa, Ont.; Bill Press, Toronto, Ont.; Helen Crowley, St. John, N.B. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Limited, 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

SGT. JOE FRIDAY FOR THE FIRST TI

JACK WE

IN THE FIRST FEATURE-LENGTH

DRAGN

WARNERCOLOR

'Frank' is in it too!
BEN ALEXANDER
as Officer Frank Smith

WRITTEN BY
RICHARD L. BREEN

ME IN A MOTION PICTURE THEATRE!

"7:55 P.M. All days off were cancelled. All officers placed on standby. This was the hottest case to ever hit the department"
EBB
PRODUCTION OF
JET
714

dum da-dough dough

NOW ON CANADIAN TV!

The top-rated "DRAGNET" television program, starring JACK WEBB with BEN ALEXANDER, is telecast in these Canadian cities Mondays, 9 to 9:30 p.m.:

CALGARY
EDMONTON
*HALIFAX
HAMILTON
*KINGSTON
KITCHENER
LONDON, ONT.
*MONCTON
MONTREAL
‡OTTAWA
PORT ARTHUR
REGINA
SASKATOON
ST. JOHN, N.B.
SUDBURY
SYDNEY
TORONTO
WINNIPEG
VANCOUVER

*TV stations soon to open in these cities are scheduled to present this program regularly.

‡Telecast 11:15 to 11:45 p.m. Ottawa only.

Local dealers and representatives of JOHNSON'S WAX and ELNA SEWING MACHINES, alternating Canadian sponsors of this TV show, are ready for ALL-OUT TIE-UPS with exhibitors playing this attraction

BOONE BINSON A MARK VII LTD. PRODUCTION PRODUCED BY STANLEY MEYER DIRECTED BY JACK WEBB

FROM

WARNER BROS!

JARO

(Continued from Page 1)

by the J. Arthur Rank Organization to assure a continuing flow of top-flight product from Britain.

The nine pictures now before the cameras are:

"To Paris With Love," a Technicolor comedy starring Alec Guinness and Odile Versois. Robert Hamer is directing for producer Anthony Darnborough; "The Sea Shall Not Have Them," an adventure drama with a cast that includes Michael Redgrave, Dirk Bogarde, Anthony Steel, Nigel Patrick and Bonar Colleano. Lewis Gilbert is directing for producer Daniel M. Angel: "The Night My Number Came Up," starring Michael Redgrave. Based on a Saturday Evening Post true story by Air Marshal Sir John Goddard, the picture is being directed by Leslie Norman from a screenplay by R. C. Sheriff; and "As Long As They're Happy," a musical comedy in color starring Jack Buchanan, Jean Carson and Jerry Wayne. J. Lee Thomson is the director of the Raymond Stross production.

"GAY"

(Continued from Page 1)

and will re-open on October 7 with a gala stage show.

The new name of the Parliament and Dundas Street house is the Gay theatre, and the name certainly describes the renovations that have taken place. Starting with the four walls only, Fink and Clayman have put in a new stage, seats, new lounges, smoking lodges, a wide-screen and new projection equipment which will enable them to present CinemaScope.

The Gay will present Foto-Nite weekly. The renovations, combined with the taking over of the Carlton theatre by the CBC and the closing down of the Eclipse theatre augers well for the future of the theatre. Mr. Fink is also in partnership with Sam Ulster in the operation of the Astor theatre on Yonge Street.

New! . . .
AVAILABLE NOW
TECHNICOLOR CINEMASCOPE DATE TRAILERS
$5.25
Film Trailer Service
ORDER NOW! — FROM
250 VICTORIA ST. TORONTO
157 RUPERT ST. WINNIPEG

Hope To Show 'Horizontal' VV

Paramount, now experimenting with horizontal projection of VistaVision pictures, hopes to demonstrate the method within a few weeks at the Radio City Music Hall, New York.

A spokesman, confirming that experiments have been conducted by Paramount technicians, said the initial demonstration would most likely be limited for Paramount and Hall executives. There is a possibility, if the special projectors are ready in time and if Hall executives approve the test, that "White Christmas" may be projected horizontally through specially-constructed cameras.

The horizontal projector, it was explained, utilizes the full double-sized frame secured with the VistaVision camera, operating at double the normal rate to compensate for the double-sized image. Light, clarity and resolution is said to be improved with horizontal projection.

Famous Players In Maritimes Meet

A series of conferences are taking place in Saint John, N.B., and Halifax, N.S., where a group of home office executives of Famous Players Canadian Corporation Ltd. are conferring with the company's partners, associates and district managers. These meetings will take the form of round-table discussions on product, operation, confection, advertising, new media of presentation and other important topics.

The group were in Saint John Monday, October 4. A dinner had been arranged at the Admiral Beatty hotel that evening for the induction of new members of the Twenty-Five Year Club. The twenty-five year members in Saint John are W. J. Chase and J. F. Fitzgerald.

The head office party went on to Halifax the next day where the same procedure will take place. Those to be honored in Halifax are A. M. Crowell and R. E. Young of Halifax and Miss V. Gillis of Sydney.

WHAT NEXT?

The scene—a court room in Halifax, England, with solemn-faced magistrates sitting in judgment.

The event — examining a book titled "Diana Dors in 3-D" through red and green spectacles.

TARGET ZERO

Richard Conte gets lead in Warner's Korean war story, "Target Zero."

"Inequitable Increases In Ad Rates Protested" — Appel

"The Motion Picture Industry should strongly protest frequent and inequitable increases in newspaper rates and such disapproval should be expressed by our high executives to those on the same level.

"A protest to the newspaper that too frequently increases its rates may not gain beneficial results immediately. However, the proportion of space rests with the buyer and it might be wise to encourage those newspapers which have reasonably maintained their lineage rates.

"A premium rate is exacted for the amusement pages in some newspapers and they are open to any advertiser who will pay the increased lineage rate. Many businesses use the amusement page because they know it is widely read. It must, however, be considered an unfair practise when theatre ads are taken off the amusement page to make room for dance halls, restaurants, etc.

"In view of the millions of "Movie" Fan magazines sold in Canada which denotes the vast public interest in motion pictures, it is difficult to understand the attitude of some newspaper publishers toward them.

"If a newspaper discontinued all theatre advertising it would likely receive more protests from its readers than would occur from the deletion of any other section. If that supposition is correct, then, we as an industry should speak up and try to correct these injustices wherever they exist."--Clare Appel.

Buck Night For Indoor Theatre

Taking a leaf out of drive-in operations, the Rex Theatre at Tecumseh, Ont., has adopted the policy of conducting a "Family Night" every Monday for which a whole family is admitted for $1. The regular price scale has also been reduced, the adult admission being 25c from 5.30 to 6.30; 35c to 8 P.M., and 40c after that hour.

Cinerama Birthday

Thursday, September 30, marked the second birthday of Cinerama and the beginning of its third year on Broadway. On October 26, it will set the all-time record of first runs in New York, by passing the 108 week record of "Red Shoes."

Look at your
SCREEN
. . . everybody else does!
PERKINS
ELECTRIC COMPANY LIMITED
MONTREAL • TORONTO • VANCOUVER
MONCTON • BUFFALO

By MAX CHIC

One of the Toronto newspapers is busy setting up a deal for **Marilyn Bell** to appear this summer in a show in New York . . . what about keeping **Marilyn** at home and featuring her at next year's **Canadian National Exhibition** . . . **Ken Johnson** without a tan but looking healthy and fit returned last week after a month's tour of British film studios . . . **Gina Lollobrigida** is everything she is cracked up to be . . . I came, I saw, I was conquered.

Bert Lytell, who was here just a short while ago, doing what he liked best, talking about Showbusiness and in particular **Fox's** "The Egyptian," died last week in New York . . . **Wayne** and **Shuster** will launch their TV show on October 22.

It seems as if everyone is on the go . . . **N. A. Taylor** and **Doug. Rosen** have been to New York and back . . . **Jack Labow** is in Montreal and comes back here, only to leave on a Western trip . . **Murray Sweigman,** that SUPERscope man is in Montreal, **Jay Smith** and wife are in New York, **Archie Laurie** is busy promoting this week in Montreal . . . **Peter Myers** is vacationing and golfing somewhere in the U.S. and a large group of **Famous Players** executives are in the Maritimes.

Gene Fitzgibbons is prepping one of the smartest promotions we have heard of in some time . . . with a weak Thursday night on his hands **Gene** has tied up with a taxi firm and restaurant to provide a "Night Out" which is unbeatable . . . for a round figure of about $5, a taxi will pick up the couple at their home, drive them to the restaurant for a full course meal and then to the **Palace** theatre to round out a super evening.

Julian Roffman's two TV films made for **CBS-TV's** "The Search" series, will appear on Sunday afternoons on CBS shortly . . . **Roffman** now in Canada, at one time produced a feature called "Samba" in Cuba . . . the film a musical was released by **Eagle-Lion** . . . a 26 week "Odeon Better Management Contest" will be launched shortly with prizes for attendance, showmanship, candy sales, operation and maintenance.

The Main Event Of The Week . . . The Toronto Premiere of **"Tit-Coq"** and the launching with its opening, of a new first-run policy, for the **Avenue** Theatre.

'Films Have Message' Truro Daily News

As an illustration of how a Publishing Company co-operated with a Theatre Company is the Editorial which Mr. Gerald M. Tipper, Manager of the F. G. Spencer Company theatres arranged in the "Truro Daily News" and which appeared under the following caption: **"Has Message For Parents As Well."**

"A few weeks ago, a representative of this newspaper enjoyed the privilege of sitting in on a preview showing of "Her Twelve Men," a Metro-Goldwyn production which will be shown to the general public of Truro this week.

"The film story concerns the trials and tribulations of a lady teacher who joins the teaching staff of a private school for boys which heretofore had an all-male staff.

"Although the picture itself is high class entertainment it portrays quite vividly how a young boy's character may be seriously affected by parental neglect, and, in this way has an important message for parents."

Art Arthur Promotes Ten Commandments

Cecil B. DeMille has added Art Arthur to his production staff for "The Ten Commandments" as an executive assistant in charge of public relations.

In order to join DeMille, Arthur resigned his duties as a producer and executive associate in Ivan Tors Films. He will continue, however, to assist in the final editing phases of his film about Air Rescue operations in Korea, "Battle Taxi," produced in association with Tors.

Arthur, a newspaperman for many years before he became a screen-writer and producer, is Hye Bossin's brother.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd week. The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons and Victor Mature.

SHEA'S
5th week. Sabrina (Par.) with Humphrey Bogart and Audrey Hepburn.

UNIVERSITY
4th week. Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.

NORTOWN
Third week. The High And The Mighty Warner) C'Scope and WarnerColor with John Wayne.

ODEON
6th week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

UPTOWN
Dawn at Socorro (U-E) Tech. with David Brian.

LOEW'S
5th week. Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell.

HYLAND & CHRISTIE
5th week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

INTERNATIONAL CINEMA
5th week. An Inspector Calls (IFD) with Alastair Sim.

DOWNTOWN
Gorilla at Large (20th-Fox).

AVENUE
Tit-Coq with Fridolin.

MONTREAL

PALACE
Demetrius and the Gladiators (20th-Fox) C'Scope and Technicolor with Victor Mature and Susan Hayward.

LOEW'S
Second week. The High and the Mighty (Warner) C'Scope and WarnerColor with John Wayne.

PRINCESS
Pushover (Col.) with Fred MacMurray and Kim Novak.

CAPITOL
Second week. Magnificent Obsession (E-U) Technicolor with Jane Wyman.

AVENUE
The Belles of St. Trinian's (IFD) with Alastair Sim.

KENT
Sixth week. The Living Desert (RKO) Technicolor.

ORPHEUM
Bitter Rice (IFD) with Silvana Mangano.

WINNIPEG

CAPITOL
3rd week. The Student Prince (MGM) C'Scope and Color with Ann Blyth.

LYCEUM
The Nebraskan (Col.) and Drive A Crooked Road (Col.)

MET
3rd week. Rear Window (Par.) Tech. with James Stewart.

ODEON
Magnificent Obsession (E-U) Tech. with Jane Wyman.

GAIETY
Hans Christian Anderson (RKO) Tech. with Danny Kaye.

GARRICK
Phantom of the Rue Morgue (WB) WarnerColor with Karl Malden.

VANCOUVER

CAPITOL
Second week. Demetrius and the Gladiators (20th-Fox) C'Scope and Technicolor with Victor Mature and Susan Hayward.

ORPHEUM
Third week. Rear Window (Para.) Technicolor with James Stewart.

VOGUE
Magnificent Obsession (E-U) Technicolor with Jane Wyman.

STUDIO
Adventures of Robinson Crusoe (UA) Pathecolor.

DUNBAR
Doctor in the House (JARO) Technicolor with Dirk Bogarde.

ST. JOHN

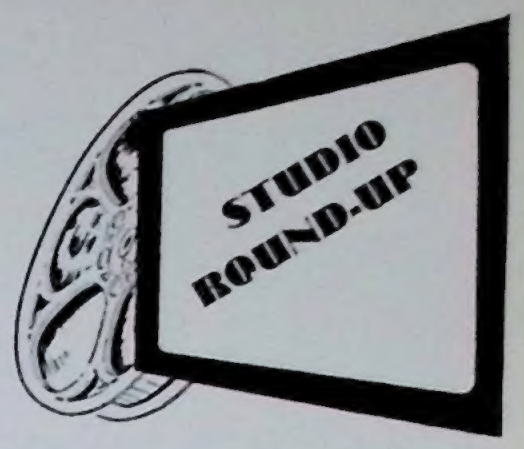
STRAND
Dawn at Socorro (E-U) Technicolor with Rory Calhoun.

CAPITOL
Julius Caesar (MGM) with Marlon Brando and James Mason.

PARAMOUNT
Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell.

HIGH SOCIETY

Script completed for the next Bowery Boys Comedy for Allied Artists, "High Society," starring Leo Gorcey and Huntz Hall.



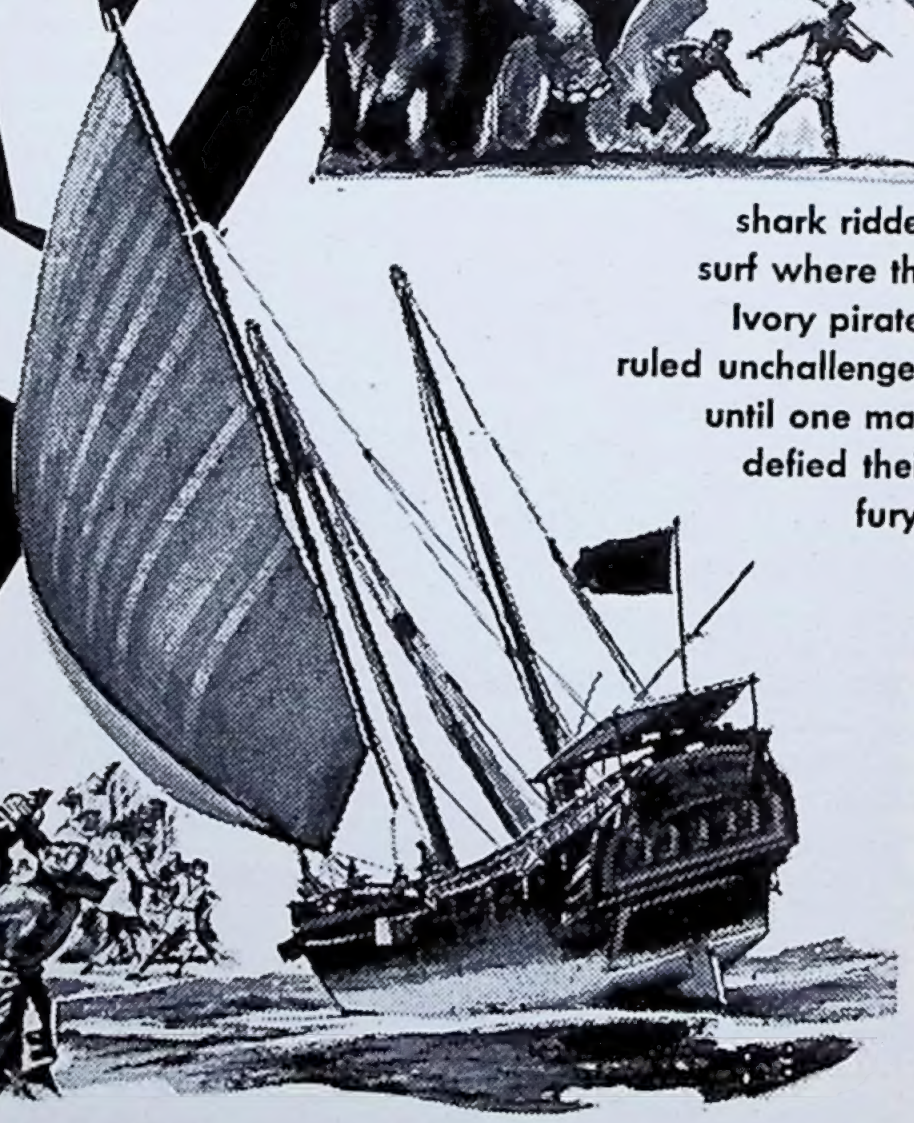
Angela Loo, Chinese actress, added to cast of **Warner's** "Target Zero," which is now in production in Colorado, with **Richard Conte** starring . . . **Nat "King"** Cole does a tremendous job of the theme song for **20th-Fox's** CinemaScope feature, "The Adventures of Hajji Baba" . . . **Republic** started preparations for the filming of "Smokejumper," in Trucolor, a drama of fire-fighting paratroopers in their effort to save flaming forests . . . **Mitchell Leisen** unable to continue work on **MGM's** "Boulevard In Paris" because of ill-health, relieved by Director **Richard Thorpe,** film co-features **Anne Baxter** and **Steve Forrest** . . . **Columbia** has assigned the production team of **Arthur Gardner** and **Jules Levy** to work on their new purchase, the crime thriller "The Wire Tappers" . . . October 15th set as the starting date for **Paramount's** "The Court Jester" starring **Danny Kaye** . . . **Empire-Universal** mapping promotional plans for "The Shrike" and "To Hell and Back," both now in production . . . **Jack L. Warner** announces that **Warners** have acquired the rights to the best-selling novel "Prince Bart," which has a Hollywood background . . . **Nina Foch** joins **Martin** and **Lewis** in their latest **Paramount** vehicle "You're Never Too Young" . . . **United Artists** announces that production has started on "Not As a Stranger," directed and produced by **Stanley Kramer** . . . **Republic** signs **John Payne, Faith Domergue** and **Rod Cameron** for top-starring assignments in "Santa Fe Passage" . . . **Allied Artists'** announce the completion of the filming of "The Big Combo," **Cornel Wilde** starrer . . . Narration for **Paramount's** VistaVision production "Eddie Foy And The Seven Little Foys" to be written by **Eddie Foy Jr.,** who is currently starring in the Broadway hit "The Pajama Game" . . . **United Artists** to release **Herbert Wilcox's** "Lilacs in the Spring," co-featuring **Errol Flynn** and **Anna Neagle** . . . **Jacques Sernas** has just arrived at the **Warner's** Burbank studios to go to work on his next stint "Jump Into Hell," after having completed his role of Paris in "Helen of Troy."

HE SMASHED THE RULE OF THE IVORY PIRATES

of the Outlaw Coast!
who plunder the forgotten wilderness

WEST OF ZANZIBAR

FILMED ON THE SPOT in AFRICA'S danger-teeming jungles, deadly swamps and shark ridden surf where the Ivory pirates ruled unchallenged until one man defied their fury!



COLOR BY TECHNICOLOR

starring

Anthony Steel Sheila Sim

EDRIC CONNOR • ORLANDO MARTINS WILLIAM SIMONS • MARTIN BENSON

Story and Direction by HARRY WATT Screenplay by MAX CATTO and JACK WHITTINGHAM Produced by LESLIE NORMAN

MADE BY EALING STUDIOS • A J. ARTHUR RANK ORGANIZATION PRESENTATION

JARO